



**Product stewardship** is a concept that centers environmental protection around the product itself. Everyone involved in the lifespan of the product is called upon to take responsibility to reduce its environmental impact.



## How Does It Work?

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- Manufacturers plan for and possibly fund the ultimate disposal of the product at the end of its useful life. Beginning with the design and manufacture- using fewer harmful substances, increased durability, ease of recycling and production using renewable resources like recycled-content- results in improved stewardship.



# How Does It Work?

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- Success generally includes retailers and consumers taking an active role in ensuring the proper disposal or recycling of an end-of-life product.





# Who are the Players?

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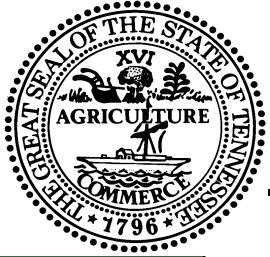
- Product Stewardship Institute (PSI)
- US EPA
- Environmental Organizations
- Trade Associations
- State and Local Government
- Manufacturers
- Consumers



# Current Examples

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- Carpet America Recovery Effort (CARE)
- Rechargeable Battery Recycling Corporation (RBRC)
- End-of-Life Vehicle Solutions (ELVS)
- Thermostat Recycling Corporation (TRC)



# PSI In Action- Phone Books

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## Voluntary Pledge by Publishers

- Offer Opt-Out to Customers
- Environmental Production Components
  - Recycling Best Practices



# Ongoing PSI Projects

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- Carpet
- Electronics
- Fluorescent Lamps
- Gas Cylinders
- Medical Sharps
- Mercury Products
- Paint
- Pesticides
- Pharmaceuticals
- Phone Books
- Radioactive Devices
- Thermostats
- Tires



# Need more information?

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